

USA PAVILION FINAL REPORT
EXPO 2012 YEOSU KOREA





Visitors enter the queue to tour the USA Pavilion for an experience inspired by the Pavilion's themes of Diversity, Wonder, and Solutions.



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Letter from the Commissioner

By all measures, United States participation in the 2012 International Expo in Yeosu, Korea was an unqualified success. First and foremost, the United States' involvement in Expo 2012 demonstrated the strong relationship between our country and the Republic of Korea as well as our commitment to the East Asia Pacific region. Signing the Agreement of the United States to participate in Expo 2012 was my first public act as the U.S. Ambassador to Korea and reflected the importance that I, and the American government, placed on this exhibition.

Like our country, our presence was unique in many ways. The USA Pavilion was the only one created through a partnership between the public and private sectors. No taxpayer money was spent to build the USA Pavilion. On behalf of the U.S. Department of State, I would like to extend our deep gratitude to our private sector colleagues who made this project possible through their contributions of funding, time, energy, and creativity. This same partnership will be necessary if we are to understand the limits and share in the stewardship of our oceans, which play a critical role in our lives.


The USA Pavilion also drew on the exuberance of our young Student Ambassadors, who engaged with Koreans on many fronts in the Korean language. The involvement of American Student Ambassadors at the USA Pavilion and in public service in neighboring communities served as a testament to the strong people-to-people ties between our two countries. Their presence demonstrated the U.S. determination to safeguard our ocean resources for future generations.

America celebrates diversity, wonder, and solutions – the themes of the USA Pavilion. Through the USA Pavilion, visitors were able to share the diversity and wonder of the United States of America and were encouraged to work with us to find solutions to common challenges. Those who visited the USA Pavilion heard President Obama observe that the oceans, which used to separate nations, now draw them together. This Expo has also drawn its participants and visitors together through a place where we could celebrate both our unique traditions and our common values, not only with our Korean friends, but with those from all over the world.



I would like to congratulate all those involved in this terrific happening, from the Korean Expo Organizing Committee for taking yet another great stride in the global arena to USA Pavilion 2012 and the U.S. Embassy Expo team for the life-long memories that they were able to create in a very short time.

United States Ambassador
To the Republic of Korea
Sung Y. Kim
USA Pavilion Commissioner



Diversity. Wonder. Solutions.

This is Our Ocean!

During the summer of 2012, this simple but powerful phrase from the USA Pavilion at the International Expo in Yeosu, Republic of Korea, was on the minds and lips of more than a million visitors and guests from Korea and around the world. From May 12 to August 12, 2012, the USA Pavilion was a must-see destination for Expo visitors of all ages and nationalities. The following final report summarizes the many successes and unique contributions of the USA Pavilion 2012 public-private partnership and its one-of-a-kind Expo experience.

The USA Pavilion was the United States' contribution to Expo 2012, a remarkable event that included the participation of 108 countries and international organizations and attracted more than eight million visitors. For the United States, it represented an unprecedented opportunity to both strengthen ties with our friends and partners in Korea and to engage millions of visitors with the goal of creating a future that

advances the interests of people worldwide as well as the conservation of our ocean resources.

From the frozen coastlines of Alaska to the black sand beaches of Hawaii to the coral reefs of the Florida Keys, the USA Pavilion invited visitors to discover the dynamic people, places, and experiences that define America's relationship to its distinctive coastal and ocean environments. The USA Pavilion's unifying themes of Diversity, Wonder, and Solutions tied into the overall Expo theme of "The Living Ocean and Coast" and explored the vital connection between the health and well-being of cultures and communities and the future of our ocean.

With more than one million visitors and as one of the most popular and engaging pavilions at Expo 2012, the USA Pavilion was a resounding success on multiple levels. The Pavilion's many achievements were made possible through



the public-private partnership with the U.S. Department of State and the contributions, efforts, and support of our generous sponsors and partners, as well as the USA Pavilion team and our tireless volunteers. Their involvement made the USA Pavilion a large-scale collaboration with the power to make the world a better place.

We hope you enjoy the story of the USA Pavilion.

Andrew Snowwhite
Chief Executive Officer, USA Pavilion 2012

Philippe Cousteau, Jr.
Chief Spokesperson, USA Pavilion 2012



"We can find happiness in protecting the world around us not only because we cherish it for its awesome beauty, power and mystery, but because we cherish our fellow humans, those who live today and those who will live tomorrow. Living beings who like ourselves will increasingly depend on the environment for happiness and even for life itself."

— Jacques-Yves Cousteau



Philippe Cousteau, Jr.



Jacques-Yves Cousteau & Philippe Cousteau, Sr.

The USA Pavilion: A Story of Success and Inspiration

USA Pavilion 2012 was a public-private partnership between the U.S. Department of State and a team led by explorer, environmentalist, and social entrepreneur Philippe Cousteau, Jr. and his business partner Andrew Snowwhite. The USA Pavilion's central themes and design were inspired by the legacy of Philippe Cousteau's grandfather Jacques-Yves Cousteau and his father Philippe Sr., as well as the diplomatic mission of the U.S. Department of State. This unique partnership was the foundation for an innovative design and execution that engaged visitors from Korea and around the world with America's vision for a shared future of hope, collaboration, and innovation. The USA Pavilion team worked closely with the U.S. Embassy in Seoul and the U.S. Department of State in Washington, D.C., which both supported the Pavilion's programs and amplified America's participation in this global event.

Through the unifying themes of "Diversity, Wonder, and Solutions," the USA Pavilion experience highlighted the challenges facing the ocean and all of us who depend on its resources. Equally as important was the Pavilion's focus on opportunities for collaborations worldwide that inspire hope for a brighter future. The Pavilion also showcased the diversity of America, our people, and our environment. Combining dazzling multi-media displays and unique

people-to-people diplomacy through 40 college-age, bilingual Student Ambassadors, the three-part 13,000-square-foot Pavilion offered a one-of-a-kind, cross-cultural experience for over a million visitors.

A large screen composed entirely of water amazed guests as they entered the USA Pavilion. Its fluid and shifting surface provided the backdrop for video greetings from the President of the United States Barack Obama, Secretary of State Hillary Rodham Clinton, and Philippe Cousteau, Jr. Their messages of hope, cooperation, and optimism started guests on a unique journey from the shorelines of America to the frontiers of deep ocean research.

The main attraction of stunning images, music, and film was projected in dazzling clarity across a 70-foot-wide screen. Created around the concept of "This is My Ocean," individual voices and stories unfolded during the presentation to convey the diversity of the American coastline, the American people, and the many personal and profound types of connections Americans enjoy with the vast ocean. This educational and entertaining film showcased iconic images of America and highlighted our connection to the ocean, while also informing viewers about American culture and values.

Forty American Student Ambassadors from 31 universities and colleges across the United States greeted and welcomed guests in Korean and English. These dynamic young people were the face of America during the Expo and reinforced the strong people-to-people ties already shared between the United States and Korea. Not only did they volunteer at the Pavilion, but also they spent many hours in the local Yeosu community and around Korea engaging in a variety of outreach programs.

The USA Pavilion was funded exclusively through private donations. Eleven Fortune 500 companies contributed their generous support to make the USA Pavilion a reality. Corporate sponsors included: Chevron; Citi; Boeing; Coca-Cola; Corning Incorporated; Hyundai Motor America; Kia Motors America; Lockheed Martin; Samsung Electronics America, Inc.; GE; and Becton, Dickinson and Company. Building on a commitment to collaboration and sustainability, the USA Pavilion also partnered with leading nonprofit organizations, institutions, and associations who lent their expertise and content to the Pavilion experience.



2011

LATE JANUARY

Andrew Snowwhite and Philippe Cousteau assemble a team and develop a proposal to design, build and operate the USA Pavilion at Expo 2012, Yeosu Korea.

MARCH 15

Proposal submitted to the U.S. Department of State via EarthEcho International.

EARLY MAY

USA Pavilion project is awarded to EarthEcho International.

LATE JULY

After three months of collaborating with the U.S. Department of State on fundraising, the minimum funding level is met to formalize the public-private partnership.

MID AUGUST

Memorandum of Agreement signed with the U.S. Department of State; USA Pavilion 2012, LLC created to administer and operate the project.

SEPTEMBER

Pavilion design and operations planning continue to evolve as new information is gained about the space.

First team trip to the Expo site.

MID OCTOBER

Secretary of State Hillary Rodham Clinton announces U.S. participation at Expo 2012 during a state lunch for Korean President Lee Myung-bak.

LATE OCTOBER

As sponsorship agreements begin to close, Pavilion design and layout are finalized, less than six months from opening.

EARLY NOVEMBER

Pavilion design, layout and content concept plan presented to and approved by the U.S. Department of State, thus finalizing floor plan, guest flow and experiences.

MID NOVEMBER

Student Ambassador program announced through a partnership with the University of Virginia.

EARLY DECEMBER

U.S. Ambassador to Korea, USA Pavilion Commissioner Sung Kim officially signs the participation agreement between the United States and the Expo Organizing Committee.

LATE DECEMBER

Design and construction documents submitted to the Expo Organizing Committee.

2012

MID JANUARY

Scripts and rough cuts of the Pavilion media experiences shared and refined with the U.S. Department of State.

LATE JANUARY

Expo turns the Pavilion space over to the team to begin construction preparation.

EARLY FEBRUARY

Construction begins in the Pavilion.
The USA Pavilion team coordinates display content with sponsors.

Student Ambassador application deadline.

LATE FEBRUARY

Student Ambassadors selected.

MARCH

Substantial content development, capture and editing of the Pavilion pre-show and main show experiences.

Final script and media review session with the USA Pavilion team and the U.S. Department of State.

EARLY APRIL

Full-time USA Pavilion staff begin to arrive in Yeosu.

MID APRIL

Pavilion construction complete, loading and testing of show elements start.

MAY 2

Student Ambassadors arrive in Yeosu and begin orientation with the USA Pavilion team.

MAY 12

Expo 2012 Opening Day. Ambassador Sung Kim welcomes the first USA Pavilion guests.

JULY 4

USA National Day is celebrated at the Expo and attended by a U.S. Presidential Delegation.

JULY 5

500,000th Pavilion guest is welcomed.

JULY 14

Kurt Campbell, Assistant Secretary of State for East Asian and Pacific Affairs, visits the USA Pavilion.

AUGUST 9

The USA Pavilion welcomes its 1,000,000th guest.

AUGUST 12

Closing Day at Expo 2012. The USA Pavilion's last guest is its 1,061,125th visitor!





Positive Impact

From its visitor experience to its digital platforms, the USA Pavilion was designed to engage and inspire everyone it touched to make a positive difference.

- > **People-to-People Diplomacy**
More than one million visitors from Korea and countries around the world experienced the USA Pavilion's story of hope and collaboration. The USA Pavilion also hosted more than 480 VIP delegations and special guests from a broad range of countries and international organizations.
- > **United States-Republic of Korea Relations**
Beginning with U.S. Secretary of State Hillary Rodham Clinton announcing the United States' official participation in International Expo 2012 to the U.S. Presidential Delegation that visited the Expo for USA National Day and U.S. Ambassador to the Republic of Korea Sung Kim hosting senior Korean government representatives, the USA Pavilion demonstrated America's commitment to the success of the Expo and was a reflection of our two countries' close bilateral relations.
- > **Education and Empowerment**
From the USA Pavilion main show's rallying cry of "This is our ocean!" to QR codes placed throughout the Pavilion providing instant access to 167 web-based pages and the Smithsonian Institution's Amazing Ocean app, the USA Pavilion provided visitors with inspiration and information to become part of a brighter future for the ocean.
- > **Reaching Beyond Expo 2012**
Strategic outreach to international, regional, and Korean media drove awareness of the USA Pavilion to millions of people. A robust website with daily engaging content and a focus on social media extended the USA Pavilion experience into the homes and lives of individuals around the world. Furthermore, the U.S. Department of State leveraged its social media platforms and the U.S. Embassy Seoul's website featured content regarding the USA Pavilion and its key themes, including environmental awareness and youth engagement.
- > **Community Engagement**
The USA Pavilion and Student Ambassadors engaged in a wide range of community activities, including beach clean-ups and school visits, teaching English classes, participating in international policy discussions, and leading workshops to prepare students planning to study abroad in the United States. These USA Pavilion outreach programs engaged thousands of Korean citizens outside of the Expo 2012 grounds.



MAIN SHOW EXPERIENCE

“Like Korea, we are
a Pacific Nation,
and the ocean
connects America
to the world.”



Sharing the Pavilion Experience with Over 1 Million Guests

TELLING AMERICA'S STORY

The USA Pavilion sought to create an experience that communicated America's unique relationship with the ocean and coasts and its strong relationship with the Republic of Korea. To share this story with more than one million guests, the USA Pavilion created a three-part experience to inspire and engage visitors through the unifying themes of Diversity, Wonder, and Solutions, which tied in to the overall Expo theme of "The Living Ocean and Coast."

PAVILION EXTERIOR

Both Student Ambassadors and a large 9'2" wide and 7'9" tall LED sign spelling out USA provided an enthusiastic, bilingual welcome to guests of the USA Pavilion. Student Ambassadors made the queue their own by playing popular music, showing off their dance moves, and creating a fun atmosphere that was distinctly American. It was not uncommon to see Student Ambassadors high-fiving guests on their way in or conversing with guests and VIPs in both English and Korean (and sometimes other languages too, such as Chinese, Japanese, Spanish, and even Greek!).



MAIN SHOW EXPERIENCE

“People from around the world have crossed the ocean to become Americans.”



The pre-show often generated rounds of applause for the bilingual Student Ambassadors and shouts of “Obama!” at the surprise of seeing America’s President addressing the audience.



The water screen recycled 9,000 gallons of water an hour and was a source of amazement to Pavilion visitors.



PRE-SHOW

The pre-show started with Student Ambassadors welcoming guests in English and Korean, introducing the three-part experience ahead. The four-minute pre-show then captured guests’ attention with images of America’s ocean and coasts projected onto a large screen made only of water. It was the perfect canvas to begin a unique journey from the shorelines of America to the frontiers of deep ocean research. The pre-show included a welcome message from Secretary of State Hillary Rodham Clinton and a concluding message from President of the United States Barack Obama, which delighted pavilion guests and demonstrated the United States’ commitment to international engagement. The pre-show also featured a narration by Philippe Cousteau, Jr., which engaged and inspired visitors in the future of our ocean and the diversity of its resources.





The final messages of the main show film stated
 “Everything we do makes a difference”
 and the question “What difference will we make?”



MAIN SHOW

At the conclusion of the pre-show, the water screen was shut off, allowing guests to enter the Citi Theater, directly beneath where the water had been falling only seconds before. Created around the concept of “This is My Ocean,” individual voices and stories unfolded across a massive 70-foot-wide screen to convey the diverse beauty of the American coastline and the many personal connections Americans enjoy with the ocean. From New England to Miami and San Francisco to Hawaii, American cities were shown alongside a variety of coastal ecosystems such as coral reefs, barrier islands, and rocky shores. National Oceanic and Atmospheric Administration research ships and submersibles explored the depths while Americans were seen cleaning beaches and conducting research in laboratories both on land and underwater.

Throughout the main show, a vision of America unfolded for visitors that emphasized the diversity of its citizens and unique aspects of American life, from a commitment to volunteerism to core values of innovation, partnership, and hope. The eight-minute presentation culminated with a call to action for guests and organizations worldwide to work together for a brighter future for the ocean and all who depend on its resources.

Using state-of-the-art high-definition projection, the large format main show featured:

- > Americans from across the United States sharing their stories and a colorful vision of American life
- > Images portraying the United States’ commitment to collaboration and partnership with the Republic of Korea and countries worldwide
- > Contributions from many of the United States’ most prominent nature film producers
- > Motion graphics and sound design from award-winning Hollywood production companies
- > An immersive audio experience delivered through 57 speakers driven by 47,750 watts of acoustic power
- > More than five million HD video pixels

POST SHOW

After the conclusion of the main show, visitors exited the theatre into the post show area. Dynamic displays from USA Pavilion corporate sponsors educated guests on their sustainability and corporate social responsibility initiatives, while plaques displayed the logos of the Pavilion's partner organizations. Guests were able to take a souvenir photo with the United States flag, purchase mementos from their visit to the USA Pavilion at the retail shop, and stamp their Expo passports with the USA Pavilion stamp. On the wall directly opposite the main show exit, visitors were reminded to consider: "What difference will you make?"



The U.S. Embassy team distributed a unique Expo calendar featuring reproductions of watercolors painted by American missionary Florence Hedleston Crane in and around Yeosu between 1914 and 1918 that highlighted America's long involvement in Korea.



VIP LOUNGE

The Chevron Energy Suite served as the USA Pavilion's private VIP lounge for receiving delegations and hosting VIP events. The VIP lounge accommodated the Pavilion's invited VIP guests, sponsors, partners, U.S. Embassy visitors, foreign and Korean dignitaries, and diplomats. Upon arrival, USA Pavilion team members greeted VIP delegations at the Pavilion's front entrance. VIPs were then taken on a guided tour and invited to the Chevron Energy Suite for refreshment, a photo opportunity, conversation, gift presentation, and a chance to sign the guest book.



DIGITAL EXPERIENCE

Digital extensions of the USA Pavilion engaged visitors beyond their time in the Pavilion. For guests with smartphones, QR codes placed throughout the USA Pavilion queue and post show area gave instant access to 167 custom-created web-based pages of information as well as access to the Korean-language Smithsonian Amazing Ocean app. Facebook, Twitter, and other social media interaction made it possible for people everywhere to experience the USA Pavilion.

A few weeks prior to the opening of the Expo, USA Pavilion and EarthEcho International conducted a virtual student exchange in partnership with the U.S. Department of State, Global Nomads Group, and U.S. Embassy Seoul. Philippe Cousteau led a discussion around conservation of the ocean via video conference with high school students from Ewa Beach, Hawaii and Busan, Korea.





USA Pavilion staff and Student Ambassadors received 5,712 VIP visitors to the Pavilion during the 93 days of the Expo, interacting with a variety of individuals from all over the world. Sharing our story with heads of state, Expo officials, fellow international participants, sponsors, partners, leaders of global corporations, and school groups was inspiring for all.

Youth from the Daegu Hana Center, a group that supports North Korean defectors, visited the Pavilion and had lunch with Student Ambassadors and staff. The visit provided a unique opportunity for this group to meet Americans in a friendly environment.



PEOPLE-TO-PEOPLE INTERACTION

Throughout Expo 2012, people-to-people interaction played a significant role in the overall impact of the USA Pavilion guest experience. Creating personal connections greatly supported Pavilion goals of inspiring and engaging guests in the importance of the ocean and environmental issues, and strengthening United States-Republic of Korea ties.

In the queue, while interacting with thousands of guests each day, Student Ambassadors often received praise for learning the Korean language. Student Ambassadors were proud to show the diversity of America, as guests were surprised to see that they didn't look exactly like Americans in Hollywood productions.



The Pavilion provided an opportunity to strengthen existing Embassy ties with political leaders in the region including with the host city Yeosu and Mayor Kim Chung-Seog. The Mayor visited the USA Pavilion on numerous occasions and upon the conclusion of the Expo hosted a lunch for the Student Ambassadors and staff to thank them for the USA Pavilion's support of and interaction with the people of Yeosu.



Evan Bloom, U.S. Department of State, Bureau of Oceans, Environment, and Science Director for Ocean and Polar Affairs, joined U.S. Embassy staff on a two-day environmental program at the Yeosu Expo where he toured Pavilions and met international ocean and conservation experts.



Along with partner Korea Economic Institute, the Pavilion interacted with representatives from a variety of other nations through a series of Six-Party Talks Simulations, which engaged participants from the USA and 11 other Pavilions.





USA NATIONAL DAY HIGHLIGHTS

On July 4th, the USA Pavilion celebrated its “National Day” with a public ceremony, cultural performances, and a reception for invited guests. A Presidential Delegation was led by NOAA Administrator Dr. Jane Lubchenco, and included Ambassador Sung Kim; Wendy S. Cutler, Assistant United States Trade Representative for Japan, Korea and APEC Affairs; Adam Ereli, Principal Deputy Assistant Secretary of State for the Bureau of Educational and Cultural Affairs; and Daniel Dae Kim, Honorary United States Cultural Ambassador to the 2012 World Expo.

During the ceremony, remarks were given by Dr. Lubchenco, Ambassador Kim, and USA Pavilion Chief Spokesperson Philippe Cousteau with introductions in both English and Korean by the Pavilion’s Student Ambassadors. Additionally, cultural performances by the 8th Army Band and the Harvard University a capella group Krokodiloes entertained the crowd and displayed America’s Independence Day pride.





Representing America: The Key Role of Student Ambassadors

The Student Ambassador Program brought 40 American college students to Yeosu to serve as volunteers and national representatives of the United States.

During the three-month span of the Expo, Student Ambassadors participated in a variety of in-reach and outreach programs. These programs were developed in order to foster Student Ambassador interest in foreign affairs and Korean culture, and to engage those in the Korean community in positive people-to-people diplomacy efforts related to the American spirit of volunteerism and USA Pavilion and Expo themes.



Student Ambassadors taught English at a local high school reaching over 700 students, conducted two local beach clean-ups, volunteered at Angel House (a home for the disabled), and participated in several other projects throughout the country.



MAIN SHOW EXPERIENCE

"We are active in our communities and volunteer to clean up our coastlines."

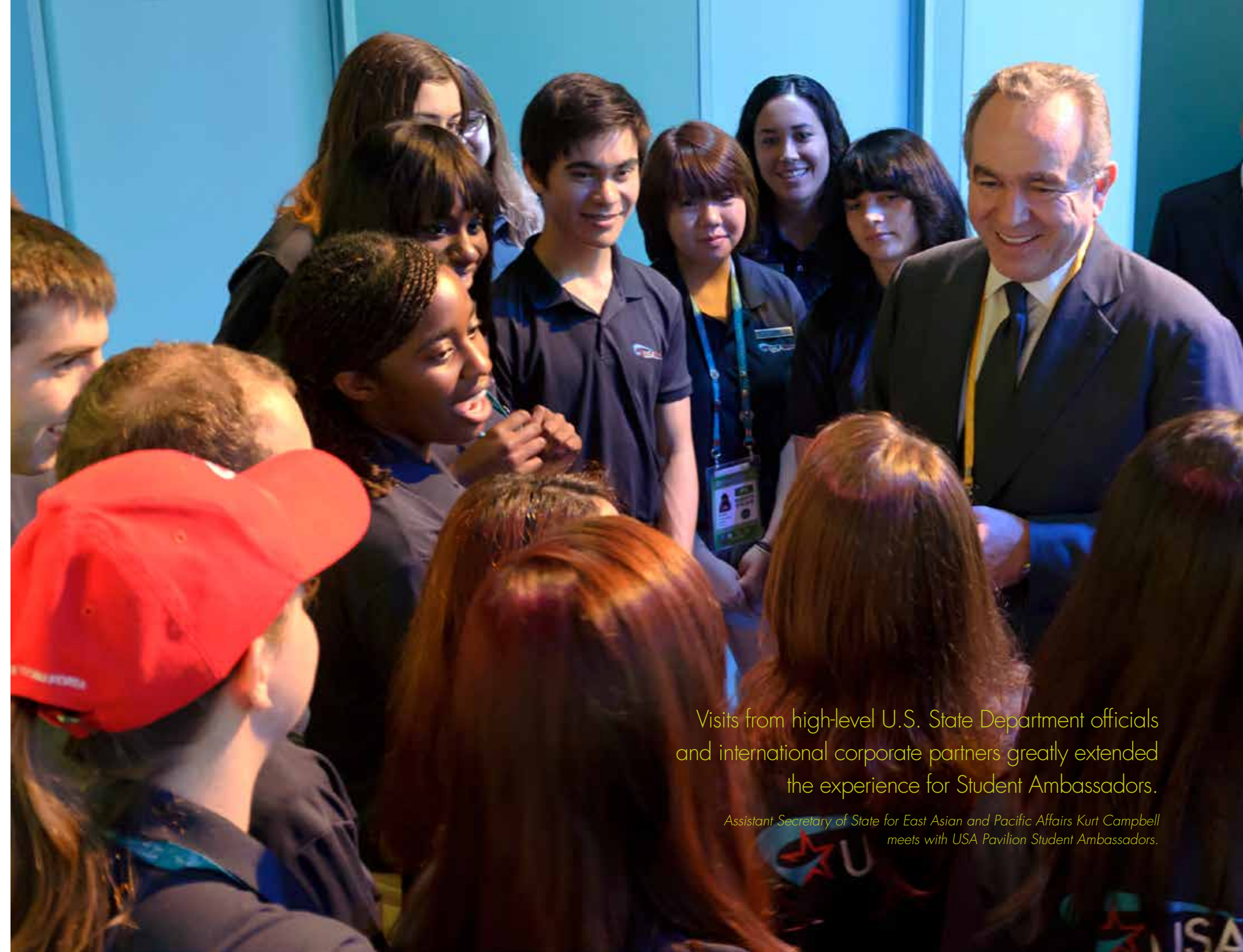




The Pavilion was open from 9 AM to 9 PM, seven days a week, and at any given time 13 Student Ambassadors were on duty greeting guests in the queue line, running the pre-show and main show, operating the retail shop, and escorting VIP guests.



Deputy Assistant Secretary of State for Japan and Korean Affairs Jim Zumwalt speaks with Student Ambassador Anne Clay during his visit to the Pavilion.



Visits from high-level U.S. State Department officials and international corporate partners greatly extended the experience for Student Ambassadors.

Assistant Secretary of State for East Asian and Pacific Affairs Kurt Campbell meets with USA Pavilion Student Ambassadors.



Philippe Cousteau, Assistant Secretary of State for Educational and Cultural Affairs Ann Stock, and Student Ambassador Brittany Alexander at the April 2012 press conference announcing the Student Ambassador program.

The USA Pavilion Story in the Media

Coverage of U.S. involvement in Expo 2012 began with a splash when U.S. Secretary of State Hillary Rodham Clinton announced U.S. participation during a state visit by Republic of Korea President Lee Myung-bak in October 2011. A strategic communications plan was designed to create consistent and positive coverage for the USA Pavilion across targeted media and communications platforms during Expo 2012. In addition to publicity and awareness for the USA Pavilion in traditional and social media outlets, a core messaging structure was developed along with resources for media outreach, sponsors, partners, and person-to-person communication leading up to and during the Expo. The resulting exposure and press coverage helped the USA Pavilion share its message with audiences in Korea and around the world.

MEDIA HIGHLIGHTS

Targeted promotion around key USA Pavilion events and news resulted in hundreds of media representatives touring the Pavilion. The resulting coverage encompassed all major Korean broadcast and print media, high-profile international outlets, and trade media. Aggressive social media engagement amplified the Pavilion's reach to the coveted youth audience.

The Pavilion partnership was also featured on Department of State online platforms, such as the U.S. Embassy Seoul website and social media platforms. Under Secretary of State for Public Affairs and Public Diplomacy Tara Sonenshine and Assistant Secretary of State for Educational and Cultural Affairs Ann Stock tweeted about Yeosu, and Ambassador Kim blogged regularly about his participation.



Student Ambassadors were profiled by Korean media as well as a number of their local hometown newspapers.



TRADITIONAL MEDIA

> Broadcast

Major international and Korean broadcast coverage included CNN, Voice of America, EuroNews, China Central Television, Korean Broadcasting System, Seoul Broadcasting System, Munhwa Broadcasting Corporation, Kwangju Broadcasting Corporation, Fukuoka Broadcasting Corporation, and Yonhap Television News.

> Print and Online

Korea's major print and online outlets covered the USA Pavilion in Expo features including Yonhap News, Chosun Daily, Newsis, Chosun Ilbo, Korea JoongAng Daily, and Sun News.



Student Ambassador Sarah Lee discusses the USA Pavilion and its use of technology with a Discovery Channel film crew.



SOCIAL MEDIA

The USA Pavilion and U.S. Embassy Seoul social media teams used platforms such as Facebook, Twitter, me2day, Tout, and YouTube to constantly amplify programs and share behind-the-scenes, one-of-a-kind photos and videos that were seen by thousands of online viewers. In addition, taking advantage of his blog, Ambassador Kim was able to present the USA Pavilion and its successes through his own eyes to his many followers, often generating residual coverage in traditional media. Similarly, when the Pavilion welcomed special guests, such as Assistant Secretary of State for East Asian and Pacific Affairs Kurt Campbell, U.S. Embassy Seoul was able to amplify more traditional media events by creative postings on the Embassy social media sites.

The Embassy also created a dedicated Expo website that featured fact sheets, photos, and stories.





Official Expo participation signing ceremony in Seoul attended by USA Pavilion team members, government officials and sponsors.



Making the Pavilion a Reality: Support from American Business

The USA Pavilion was funded exclusively by corporate sponsorship, with fundraising led by the U.S. Department of State and supported by the USA Pavilion team. The post show area of the Pavilion included sponsor displays, which communicated to guests a variety of messages regarding sponsors’ environmental and corporate social responsibility initiatives.

GLOBAL SPONSORS



PAVILION SPONSORS



CONTRIBUTORS





Lockheed Martin Korea President Yong-Ho Kim, Lockheed Martin Director Sean Hanrahan, guests, and Andrew Snowwhite in front of the Lockheed Martin display.



Citi Korea CEO Yung-Ku Ha and guests with Andrew Snowwhite and Deputy Assistant Secretary of State for East Asian and Pacific Affairs Jennifer Park Stout.



Andrew Snowwhite with YJ Kim and Glenn Barbi from Becton, Dickinson and Company.



Hyundai Chairman & CEO Mong-Koo Chung signs the USA Pavilion guest book.



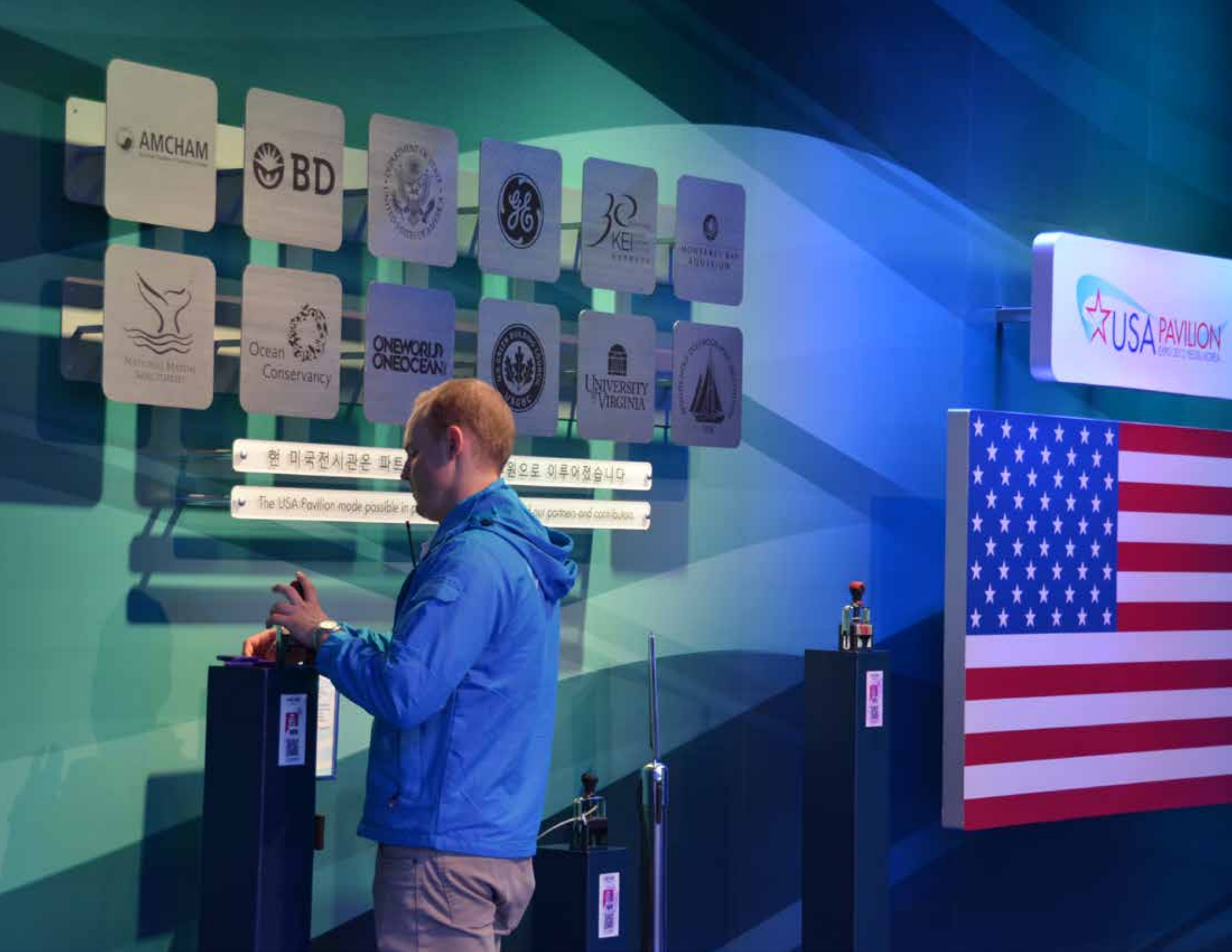
Senior executives from Chevron in the Chevron Energy Suite with Andrew Snowwhite.



Andrew Snowwhite, Corning Korea President HH Lee, and USA Pavilion Executive Producer Bob Ward.



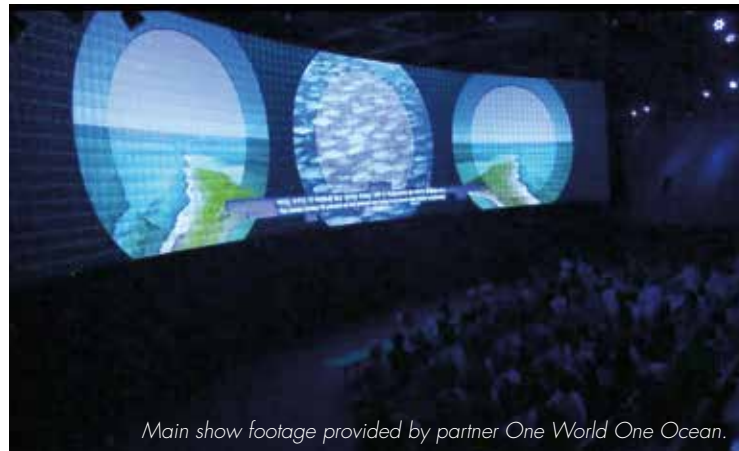
Boeing Korea President Pat Gaines signs the USA Pavilion guest book.



World-Class Partners

The USA Pavilion was honored to have nine world-class partners who provided a variety of subject-matter expertise and content. These partners increased the Pavilion team’s knowledge about numerous topics, including doing business in Korea, sustainable event operations, and an array of ocean issues.





Main show footage provided by partner One World One Ocean.



Main show footage provided by partner Ocean Conservancy.



Main show footage provided by partner NOAA National Marine Sanctuaries.



USA Pavilion partner the Korea Economic Institute leads a Six-Party Talks Simulation at the Expo with members of the USA Pavilion team and guests of other Pavilions.



Andrew Snowwhite with visitors from the Monterey Bay Aquarium: Don Hughes, Eric Nardone, and David Rosenberg.



AMCHAM Korea Board of Governors with Andrew Snowwhite and Student Ambassadors.



Andrew Snowwhite, Woods Hole Oceanographic Institution President Susan Avery, and Bob Ward.



The University of Virginia Club of Korea visits the USA Pavilion on "U.Va. Day."



Jennifer Niemann of USGBC and Andrew Snowwhite.



Sustainability

Sustainability was a key part of the Pavilion, and the team worked to be as eco-friendly and educational as possible. Partnerships were built with world-class ocean organizations, as well as the U.S. Green Building Council (USGBC), to enhance the sustainable practices of the USA Pavilion from the start.

Through its partnership with USGBC, the USA Pavilion established four main core sustainability objectives. To protect our ocean and conserve natural resources, USA Pavilion 2012 strived to:

- > Engage all stakeholders in environmental stewardship and sustainable practices, and encourage personal action and positive change
- > Optimize water use
- > Conserve energy to reduce greenhouse gas emissions
- > Reduce waste, increase reuse, and ensure proper disposal of waste

The USA Pavilion team was thorough in making decisions and establishing practices in line with reaching sustainability objectives and goals from the beginning.

Key examples include:

- > The USA Pavilion engaged visitors by using themes, programming, and technology to inspire and empower them.
- > As part of initial training, Student Ambassadors learned about the general principles behind sustainable events and discussed environmental impacts and actions at the Expo.
- > USA Pavilion sponsors provided information on corporate sustainability programs and projects through post show displays, while partners shared ocean-related content via QR codes.
- > The team considered the environmental impacts of material use during the design phase and placed a priority on reducing the amount of construction materials used, increasing the amount of rented and reusable materials, and sourcing locally.
- > The pre-show water screen reused 9,000 gallons of water per hour.
- > To eliminate the use of plastic bottles, Student Ambassadors and staff were provided with reusable bottles and filtered water. Filtered water in glasses was served in the VIP lounge.
- > A shut-down policy was implemented to turn off all non-essential production lighting, displays, and equipment at night. Signs were placed throughout all back-of-house areas to remind staff to shut down computers and turn off lights.
- > Over 80% of light fixtures used LEDs.
- > Recycling bins and trashcans were labeled with waste stream information in staff rooms and public areas.
- > The retail shop stocked durable, reusable items intended for long-term use.

During the dismantlement period after the Expo, the vast majority of materials used in the construction and design of the Pavilion were donated, returned, sold for reuse, or recycled.

The USA Pavilion and EarthEcho International partnered with One World One Ocean and TerraCycle to present The Big CleanUP, an exciting summer-long challenge involving young people taking action to protect the ocean. The Big CleanUP provided middle and high school students with resources to organize community clean-up teams to tackle plastic and other debris in our ocean environments, measure their impact, and compete for prizes and money for their schools or organizations. 10,000 young people participated in a Big CleanUP kickoff webinar on June 7, 2012, which was co-hosted by Philippe Cousteau. Participating groups worked from June through early September to collect and submit non-recyclable debris. Initial estimates indicate that 47 groups participated in the Big CleanUP, diverting nearly 400,000 pieces of trash from the waste stream.





The true measure
of the USA Pavilion's
success is its legacy of
hope, partnership, and
positive change ...



An international
partnership
strengthened ...



Countless
friendships
formed ...



A unique American
story told ...



The future of
our ocean brought
into focus ...

More than a
million visitors
engaged and
inspired ...



"What difference
will we make?"



Appendix: USA Pavilion Team & Supporters

CHIEF EXECUTIVE OFFICER
Andrew Snowwhite

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The USA Pavilion was a project of EarthEcho International, a nonprofit 501c3 organization founded in 2000 by siblings Philippe and Alexandra Cousteau in honor of their father Philippe Cousteau Sr., famous son of the legendary explorer Jacques-Yves Cousteau. EarthEcho International's mission is to empower youth to take action that restores and protects our water planet.

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Panoramic view from the USA Pavilion's entrance looking out and over the Expo grounds and the Yeosu coastline. The beautiful location of Expo 2012 Yeosu Korea reinforced the Expo's theme of "The Living Ocean and Coast."



